

The BRIDGE

THE CREDIT UNION WAY TO ECONOMIC BETTERMENT



(See page 22)

official publication

February, 1949

Credit Union National Association



A
Message
From
President Farr

By unanimous vote of the National Directors of 57 credit union leagues, the goal of 100,000 net gain in members was set for the Sixth Annual International Membership Drive.

I personally take great pride in extending the usefulness of credit unions to more people, as do all credit union leaders. A spiritual lift comes in never ending ways from our endeavors: when new members find immediate help; when new abilities and improved living standards become apparent; when friendliness, respect, and consideration of one for another becomes stronger.

As a part of our great goal to build better financial service for mankind, I fervently hope we will make our 1949 Membership Drive more extensive and more informative than ever before.

6th Annual Membership Drive Quotas

<i>State or Province</i>	<i>Quota</i>				
Alabama	610	Michigan	3,290	Tennessee	1,136
Arizona	200	Minnesota	3,300	Texas	3,600
Arkansas	290	Mississippi	210	Utah	380
California	4,620	Missouri	4,250	Vermont	150
Colorado	550	Montana	300	Virginia	1,070
Connecticut	1,530	Nebraska	600	Washington	1,200
Delaware	90	Nevada	50	West Virginia	400
District of Columbia..	870	New Hampshire	100	Wisconsin	5,400
Florida	1,680	New Jersey	2,250	Wyoming	100
Georgia	1,550	New Mexico	200	Hawaii	620
Idaho	260	New York	8,300	Alberta	900
Illinois	10,210	North Carolina	1,500	British Columbia	1,680
Indiana	2,100	North Dakota	700	Manitoba	1,070
Iowa	1,700	Ohio	6,000	New Brunswick	300
Kansas	1,140	Oklahoma	870	Nova Scotia	1,800
Kentucky	1,300	Oregon	620	Ontario	3,280
Louisiana	1,300	Pennsylvania	6,700	Prince Edward Island	300
Maine	270	Rhode Island	310	Quebec	100
Maryland	580	South Carolina	210	Saskatchewan	1,800
Massachusetts	3,860	South Dakota	250		

More Than A Member A Minute

The credit unions in the 1948 membership drive averaged a new member every 52 seconds, day and night, 7 days a week, for February, March, and April.

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Operating Aids

During the membership drive is an appropriate time to direct attention to your credit union by a change in pace in your publicity. A series of specially prepared credit union bulletins or leaflets prepared by Cuna Supply Cooperative will assist your campaign to increase awareness, knowledge, and interest in the credit union. The following items are brought to your attention for this use.

Credit Union Welcome (Ed. 48) is a four page leaflet with a picture of the door open to the credit union. The copy tells of the door to service, to savings and to loans. (See page 27 of Cuna Supply Catalog.)

¶ First Catch The Rabbit (Ed. 52), is a new four page leaflet that starts with action and gives the savings and loans aspects of the credit union a friendly and palatable flavor. (See THE BRIDGE for January 1949, page 13).

C A Cordial Welcome (Ed. 54), is also a new four page leaflet to give the new members a brief conception of the credit union structure with mention of the chapter, league, Cuna, and the extent of the movement.

Q What Is A Credit Union (Ed. 23), is a revised four page leaflet of the most popular explanation of credit union service. (See page 27 of the Cuna Supply Catalog).

C To New Employees in the Idea Exchange has a friendly introduction, and selected facts may be altered for numerous uses to bring in new members.

Information for New Members

WHEN A NEW MEMBER joins the credit union, you should explain its purpose and operations in detail. A member that understands will not cause you much trouble later on. If he understands how a credit union operates and doesn't approve of the methods then his application for membership should not be accepted. I am told every day that many never join the credit union until they want to make a loan. I suppose this condition will always exist. It will until we change the general idea of most of the members. Let's get them to talking about the convenient way it is to save. How easy it is to do. How quickly the account grows. The wisdom of having something laid away for the time when, due to conditions, it would be difficult and unwise to borrow. It is just as important for us to encourage savings as it is to discourage making a loan from which the borrower would receive no good.—*John Kelley, assistant managing-director of the Illinois Credit Union League, THE BRIDGE, October 1938.*



Lynchburg Credit Union Doubles Membership

The membership had actually decreased with turnover at the Heald Lynchburg Federal Credit Union preceding the drive last year.

The credit union membership stood at 206 out of 600 employees.

The drive plans included a contest open to all credit union members, a series of three stories in the employee paper "The Spreading Chestnut" and the use of three different poster series.

A letter was sent to all credit union members as follows. "March 15th opens the big Credit Union membership drive. For two weeks you are asked to put the Credit Union across to your fellow workers.

"To the person bringing in the most new members goes a General Electric Automatic toaster, a General Electric mantel clock and a Sheaffer fountain pen are second and third prizes. All the prizes will be displayed on March 19th when the pay checks are given out.

"Our goal is 100 new members. To be counted toward the prizes, you must turn in all the names of your new members before March 29th.

"The Board of Directors and the Education Committee of the Credit Union are not eligible for the prizes. They will serve as "judges," to tally the entries and make any final decisions.

"Cards to sign up new members will be made available. The \$.25 membership fee can be deducted from the new member's pay check. If the new member wants to start saving by payroll deductions, tell how much on the back of the card.

"Plenty of membership cards, advice

and instructions can be picked up at the C. U. office in the Extract Department. Urge all the fellows to insure their future with savings at the Credit Union!"

The posters #604, #635, #762 were selected. They were posted on all bulletin boards. After a week the poster was replaced by the next one of the series.

The company paper "The Spreading Chestnut" carried a front page picture of the credit union president and treasurer working in the credit union office and a story about the annual meeting, dividend, and the officers of the credit union. The next story was entitled, "Credit Union Makes Loans Easier," and the next issue described the contest for new members.

The drive resulted in 221 new members. The increase in membership did not stop with the drive but the net total membership increased to 440 the following month.

The prize winners above are: Mildred McKee, Houston Harbin, Robert Hendricks, Odell Minnix, Herman Patterson.

Leonard Growdon, the division manager for the Mead Corporation, praised the credit union for the successful campaign and credit union operations which is operated entirely by the employees themselves. Mr. Growdon went on to say, "There is no doubt that this organization has done a tremendous amount of good. Through credit union help, many Mead employees are in a much better financial condition. The company will continue to favor this fine organization."

205 New Members In A Month

The Ball-Band Federal Credit Union considered the membership drive last year and voted to participate. The membership totaled less than 1000 out of 6000 eligible employees.

A central membership drive committee was appointed. Since the plant was composed of 88 departments, a captain was appointed in each department, who was armed with membership cards, and a series of credit union leaflets for distribution.

Functions of Central Committee

The Central Committee in addition put up a varied selection of credit union posters throughout the plant, and rotated them every two days. A full page ad was inserted in the plant paper, and informative articles were prepared. Members of the central committee made personal visits to encourage and aid the captains. A final banquet was given for the team captains and members who contributed to the success of the drive.

Results of Drive

During 1947 the credit union increased its membership by 79. During the month of the drive the membership increased by 205. According to Mr. Bauer the publicity director of the drive, the impact of the contacts and publicity did not stop with the drive. Mr. Bauer believes the increase for the year will be over 400.



Mrs. Julia Mauts receives a gift from Jim Cunningham, vice-president and chairman of the membership drive for the Ball-Band Federal Credit Union. Mrs. Mauts brought in 40 new members during the drive.

Previous Membership Drive Records

1st	51,666
2nd	41,033
3rd	47,990
4th	101,092
5th	150,669
6th	?

"So We Built the Wall"

By Robert A. Kloss

CASUALLY running through the pages of the book of Nehemiah, a little phrase seemed to dart out of the manuscript and dance around in my imagination. You've had that happen to you no doubt; some simply expressed thought, some well known and oft repeated idea that you've superficially accepted and heard for a lifetime, bursts upon you with intense clarity and tremendous significance. That's what happened to me. This is what I read:

"And so we built the wall, for the people had a will to work." These triumphant words ring down to us through the centuries from the lips of Nehemiah, the Old Testament prophet, visionary and leader of men.

The wall of Jerusalem, symbol of the unity and destiny of the Jewish people—this wall circumscribing the ancient dreams of a race for a common heritage—was finally reconstructed under unbelievable hardships and restraints, because "the people had a will to work."

"So we built the wall, for the people had a will to work." These are the utterances of a great historic figure, and as is universally true, they are simple yet majestic words, embodying strength, dignity, singleness of purpose, character and vision.

It seems to me that today all the people of the earth are crying out for that kind of leadership which generated this passionate "will to work." Civilized mankind has just again so ably demonstrated its staggering potential for work and common endeavor and sacrifice in the great world wide struggle for nations. Come terror, destruction, pillage, bloodshed and sorrow, we rise to our supreme heights of effort. We seem to excel in the negative. Once having strained our muscles, having exhausted our bodies and spirits, we find again that all the good for which we fought is as intangible and delicate as the shadow of the butterfly. Fear, uncertainty, distrust, disillusionment, hang like a thick pall cloaking the world today. Now, today, the spirit of Nehemiah should prevail among us and his words—"For the people had a will to work"—typify our generation.

What has all this to do with the future of the Credit Union Movement? Why the abstract approach? Why not base a future projection on the absolute and arithmetical logic of past dol-

lars amassed, or millions loaned, or millions of members? Why deal with the intangibles when we have the statistics of nearly 600 millions in assets and five million members to work with? Why? The reason to me is quite obvious. The whole future of the Credit Union Movement is dependent upon its basic motivations. That has been true of our history in the past, and will be increasingly important as we strike out into the years ahead. Our statistics will respond in accordance with the direction in which our motivating forces propel us. Our future is all tied up in this phrase of Nehemiah's—"the will to work."

These "motivating forces," what have they been? Aren't they for the most part the unselfish and idealistic desires within thousands of Credit Union leaders which prompt them to spend hours and hours of time and effort toward effectively operating their Credit Unions, their Chapters, their League, and CUNA? Hasn't the basic motivating force always been the practical, economic religion of human service? Our business is indeed a unique business to have reached the proportions which it has—being couched in the intensely practical field of handling money, but being motivated by a supremely idealistic philosophy.

It was only the other day that a friend of mine, who is of an analytical frame of mind asked me, "Well, fundamentally is a Credit Union a social, an economic or a religious institution? What department of life would you fit it into?" My answer to him was simple, yet I think sufficient. "Have you ever seen a Boy Scout knife?" I asked. "Have you ever unsheathed its numerous instruments? Is it a knife, a can opener, a screw driver, a leather awl, a corkscrew, a bottle opener? Can you properly classify it with one neat index tab? I think not. It is a tool of many ramifications and many services. Its degree of utility is dependent entirely upon the ingenuity of its user. Just so is the case of the Credit Union." The fact that it is an economic tool is self-evident. The very nature of its work digs into the economic pattern. It is a social creature in the broadest and most sweeping sense of great and significant social services, and in the more restricted sense of providing social activities between and among participating members. It is



Robert A. Kloss, Managing Director,
Ohio Credit Union League

religious to the extent that in its precepts are found the rudiments of Christian brotherhood. It has been my observation that Credit Unions experience a life cycle which, in many respects, resembles that of a human being—infancy, childhood, adolescence, maturity. Yes, upon occasion, senility and death.

A Credit Union first experiencing the light of existence must learn the rudiments of self expression. Its problems are purely self problems. It is conscious of little in its life other than the fundamental mechanics of internal operations. And after all, this is as it should be. Debits must balance credits; controls balance subsidiaries; procedures are to be acquired; forms to be understood; laws to be absorbed; personalities to be tested and developed. It's a vital period, this infancy of a Credit Union, a period of potential danger, requiring careful cultivation. Yet it is a period of intense and rapid learning, of wonderment and delight in new found powers.

Infancy in our rather homely analogy passes quickly and almost imperceptibly into the childhood stage. The creature is soon to recognize others of its kind and to correlate. A relativity is established. To the Credit Union in this phase comes the recognition of need for inter-Credit Union association. The vision is tipped a degree or two upward; the horizon is a bit broader. It is only logical and natural that, having thoroughly discovered itself, it should soon discover the local Chapter. It visualizes, being born of the principle of human association for the common good, that the extension of this principle need not stop within the confines of its own field of membership.

So it is that the awareness of the local Credit Union Chapter leads to

young adulthood in Credit Union experience which I choose to place at the level of active interest and cooperation in the affairs of the State League. Here it is for the first time in a position to strike out effectively on a broad base, to constructively contribute toward organized promotion, planning and program. Final maturity encompasses the Credit Union not as a result of years in operation, but as a result of attitude and philosophy and direction of its leadership. This may develop rather quickly; it may take years; it may, in some cases, never mature.

Just what is this maturity? What is this tone and timber of leadership? I think I can summarize it under four major headings, and although I may appear to be rather dogmatic on these issues, to me Credit Unionism as it is known in the world today has reached its stature through them, and will only survive as they survive.

First—A mature Credit Union is keenly conscious of the fact that the Credit Union Movement is in fact just that—a “Movement.” Let’s underline the word “Movement”. It’s a part of our social and economic structure. I’m aware of the fact that there are those who for one reason or another shy away from some connotations of the word “Movement”. They fear it’s too dramatic, or too emotional, or too radical or too un-businesslike, or some other “too”. But to me, that’s utter nonsense.

Five hundreds of millions of dollars in assets and five million members stand as a great monument to the practicality of financial and economic brotherhood. Thousands of volunteer Credit Union workers, officers, directors, committeemen, on the North American continent, annually contributing millions of man hours in leadership service, with no thought of compensation or personal gain, can’t be charged off as some sort of misunderstood spontaneous combustion. I say that it’s a social movement in the widest and most sweeping sense of the word, and that its roots are planted deep in the economic tapestry of our time. It is predicated on an ideal of human service, and that ideal is its cause and justification for being. Take away the vision and the structure will collapse. The shadow is as real as the substance. Mature Credit Unions understand this.

My second argument is that maturity carries with it the shouldering of responsibility. As it is true with individuals, it is true with Credit Unions. Responsibility to a Credit Union involves not only applying sound principles of good business management internally, and extending the widest

possible of human services to its own membership, but of also acting positively toward other Credit Unions in their associations—after having recognized that this thing is fundamentally a movement of people. In other words, responsibility means action from within and without. Mature Credit Union leaders just can’t stick their heads in the sand and expect the Movement to operate by some sort of perpetual motion. It just doesn’t work that way. There must be the “Will to work” and the “Will to make work.” Responsibility involves effort, support, enthusiasm, association, idealism, vision—and money.

Third, this mature concept embraces a desire on the part of Credit Union leadership to see the Movement expanded. Having found an instrument of social good, the mature and unselfish want is to carry the principle to more people, to remote corners, to greater heights. Here, again, this desire is based upon the premise that the Credit Union is a social force and that all Credit Unions, by joining hands in their Chapters, Leagues and National Association, accept this charge of responsibility and put ideals into concrete facts. Only through combined effort can the Movement become a dynamic tool. It won’t remain static—it must have motion. It will either progress or regress.

Fourth and last, it seems to me, that being a grass root creature, and being stimulated by idealism rather than personal incentive, mature Credit Unions know that there is the ever present danger of senility and decadence. This is true of any such institution guided by things intangible. The

dangers are inherent in the structure, but as long as we face them squarely we can cope with them.

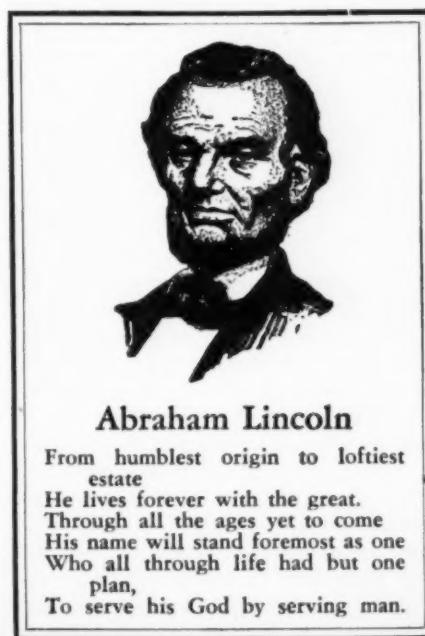
I am a young man, and my span of years possibly doesn’t justify too much philosophy, yet I’m devoted to the idea that age and senility do not of necessity go hand in hand. Advanced years of the body do not foreordain advanced years of the spirit. Some of the oldest men I have known have been the youngest; and some of the youngest, have been the oldest. It has been wisely pointed out that a man’s age can be measured by the degree of pain he feels as he comes in contact with a new idea.

Age—either youth or advanced years—seems to have little effect upon productivity. Jefferson was 33 when he drafted the Declaration of Independence. Ben Franklin was 26 when he wrote “Poor Richard’s Almanac.” Charles Dickens was 24 when he began his “Pickwick Papers” and 25 when he wrote “Oliver Twist”. McCormick was 23 when he invented the reaper; and Newton 24 when he formulated the law of gravitation. But—and note this—Emanuel Kant at 74 wrote his finest philosophical works. Verdi at 80 produces “Falstaff” and at 85 “Ava Maria.” Goethe at 80 completed “Faust.” Tennyson at 80 wrote “Crossing the Bar.” Michelangelo completed his greatest work at 87. Titian at 98 painted the historic picture “Battle of Lepanto.” Justice Holmes at 90 was still writing brilliant opinions, and George Bernard Shaw, now over 90, is still superbly youthful in spirit.

So in the Credit Union Movement it seems to me that the great vistas of the future are ours to be had if we maintain the youthful vigor and faith which has brought us to our present day. I don’t measure our youthfulness in terms of years but in terms of attitude. Senility and its cold blooded brothers, cynicism and skepticism, need not enter into our life cycle if we build our wall, because we have a real will to work. “We are the lusty infants of the banking business”, a speaker told us a few weeks ago in Cleveland. “The greatest days of our real service are ahead of us and just beginning.”

General McArthur has a quotation over his desk which so well expresses what I am attempting to say, and I’m sure it bears upon the whole motivating force which must underlie our movement as we look into the years ahead. He calls it “Youth.”

“Youth is not a time of life—it is a state of mind; it is a temper of the will, a quality of the imagination, a vigor of the emotion, a predominance of courage over timidity, of the appetite



Abraham Lincoln

From humblest origin to loftiest estate
He lives forever with the great.
Through all the ages yet to come
His name will stand foremost as one
Who all through life had but one
plan,
To serve his God by serving man.

for adventure over love of ease. Nobody grows old by merely living a number of years; people grow old only by deserting their ideals. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul. Worry, doubt, self distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit back to dust.

"Whether seventy or sixteen there is in every being's heart the love of wonder, the sweet amazement at the stars and the star-like things and thoughts, the undaunted challenge of events, the unfailing child-like appetite for what next, and the joy and the game of life.

"You are as young as your faith, as old as your doubt, as young as your self confidence, as old as your fear, as young as your hope, as old as your despair. So long as your heart receives messages of beauty, cheer, courage, grandeur and power from the earth, from man and from the Infinite, so long you are young.

"When the wires are all down and all the central places of your heart are covered with the snows of pessimism and the ice of cynicism then you are grown old, indeed, and may God have mercy on your soul."

The Credit Union Movement is a youthful Movement. It's for vigorous, idealistic men with spirits that bubble.

Charles Kettering once said, "I'm only interested in the future—that's where I plan to spend all my time."

In facing the future of the Credit Union Movement, I see the words of Nehemiah dart out before me: "So We Built The Wall for the people Had A Will To Work.

6000th Federal Credit Union Joins Second Century Ranks

Fifteen years before the start of the Second Century of Credit Union Progress the Congress of the United States enacted enabling legislation to foster additional ranks of credit unionist.

The second century procession has picked up the 6000th Federal Charter which was issued during January by the Federal Bureau of Credit Unions to the employees of the Packard Motor Company, and members of Local 190 of the United Automobile Workers C.I.O. The credit union brings the privileges of credit union membership to 10,000 workers.

Managing Director Wanted

by

Colorado Credit Union League

Send inquiries to

Sim Witten, president
Colorado Credit Union League
3880 South Logan
Englewood, Colorado

Recommend Ouster of Salary Buyer

By Hume B. Duval

From St. Louis Globe-Democrat

A RECOMMENDATION that the Salary Purchasing Company of Jefferson City be prohibited from doing further business in Missouri and be assessed a "substantial fine" was submitted to the Supreme Court today by Special Commissioner Francis Smith of St. Joseph.

Suit was filed against the company 15 months ago by Attorney General J. E. Taylor, who contended the firm was actually engaged in money lending and charging interest rates in excess of 256 per cent. The suit recommended a fine of at least \$50,000 and that the company be required to return all money it had taken from its clients.

Taylor brought action under the contention that with the invalidating of the old Small Loan Law by the 1945 Constitution, all lenders must operate within the general interest law which fixes maximum rates at 6 and 8 per cent.

Smith's report to the court did not attempt to fix the amount of fine, made no recommendation of Taylor's request that the company be compelled to return money to its clients but did call the company's operations usury.

The company was incorporated here in 1946 by three out-of-state stockholders. Under its operations a wage earner could sell any part of his next pay check to the company. If, for example, a \$10.50 salary sale was arranged, the client received \$10 immediately but must return the full amount of the indebtedness out of his succeeding pay check.

At hearings before Commissioner Smith, the state produced 29 witnesses to prove its contentions.

Smith's conclusions after hearing the testimony were that the company was actually lending money by doing so under the guise of salary buying; that it charged excessive rates; that it had come to Missouri to set up in business during the interim created by the invalidating of the small loan law.

Subterfuge Charged

"It was beyond coincidence," the report stated, "that it was during this particular time that the company came to Missouri and became incorporated for the purpose of plying its trade. It is the belief of the commissioner that in view of the conduct of the respondent, that in addition to the ouster and forfeiture of the charter, a very substantial fine should be imposed to act as a deterrent to others who may be inclined or tempted to commit like offenses."

Smith pointed out that the company alleged whenever a customer mentioned a loan he was informed the firm was not in the loan business but was buying salaries. This, he referred to as subterfuge, and pointed out further that one loan had been renewed 133 times with indications of interest paid far in excess of 256 per cent.

The report is subject to consideration by the Supreme Court, where the original action against the company was brought. This is the first test of salary buying under the 1945 Constitution following the invalidating of the small loan law, which the Supreme Court knocked over two years ago.

Business Week Observes Savings

Home buyers signed up for about \$8 billion worth of dwelling units in 1948. They presumably went into debt for about \$6 billion. Consumer credit—personal loans, charge accounts, instalment purchases—rose by about \$2 billion.

Payments on such debts take quite a bite out of the budgets of low or modest income families.

WASHINGTON EXPERTS

Commerce Dept. figures put the annual rate of saving in the third quarter at about \$15 billion. Securities and Exchange Commission studies tend to verify that estimate.

Yet there are a lot of people who will ask you today, as they did during the war: "If we are saving that much, who's got all the dough?"

One answer is that we are paying record premiums on life insurance. Another is that we are paying instalments on a huge private debt.

You don't have cash to show for such saving. Yet, actually, it is just as real as money in the bank or in bonds.

CHANCE OF INACCURACY

The way national income accounts are set up, saving is a book-balancing figure. Personal income is estimated, then taxes deducted. The result is spendable income. The amount of spending on goods and services then is estimated. What is left over is saving.

The saving figure, thus, is only as accurate as the other estimates. And, with personal income running at \$215 billion annually, a mistake of even 1% in that figure would be almost 15% of present savings of \$15 billion.

An error of 5% on personal income would wipe out savings entirely.

A Tribute to Credit Unions

By William G. Krummrich

(The following talk was given by Mr. Krummrich, General Manager, Organic Chemicals Division, Monsanto Chemical Co., over Radio Station WTMV, E. St. Louis, Illinois.)

It gives me a great deal of pleasure to say a few words about Credit Unions during this week, designated as National Credit Union Week, and set aside to mark the 100th year of Credit Union growth and progress. Tribute is being paid to the men and women who had the vision, and courage, to create the most effective tool yet devised, to control the age old practice of usury.

My thoughts here tonight are offered with the sincere hope that they may enlighten some who are not familiar with the principles and methods of the credit union movement. I also hope they may assist, in some way, those who are already taking part in, or guiding, these very worth-while and cooperative organizations.

Attainments Behoove Observation

This idea began in Germany in the year 1848, and reached America by 1900. From a humble beginning 50 years ago, the thought has spread to all parts of the country. At present, 12,000 credit unions—with a membership numbering over 5,000,000—have accumulated a tremendous pool of their own capital, under their own democratic ownership and control.

The Credit Union impresses me as a novel institution, in that it has earned the friendly support of government, industry, business, labor, agriculture, and professional groups. It behooves us all, therefore, to take a closer look at their characteristics, in order to determine how they have reached this enviable position.

Function of Credit Union

In describing, we can say that Credit Unions are associations of people. These people, already united by some common bond of interest, have organized so that collectively and by co-operative endeavor, they may attain certain purposes. These purposes are: First: To teach and encourage the habit of thrift. This is accomplished by providing a safe and convenient medium that will attract members to save, and provide a fair return on these savings.

Second: To help members become better guided as to the proper handling of their own finances.

Third: To establish credit and lend money to members for necessary and productive purposes, at a reasonable rate of interest.

These purposes have not changed over the period of 100 years that has passed since the first group was formed.

Most of us, at one time or another, have to borrow money. We may need the money to buy a new car, new furniture, make repairs to the house, or, if unfortunate, to meet urgent hospital or doctor's bills. Few families these days are able to save enough of their income to meet these exceptional demands on their budget.

Source of Credit Important

Before I go further, allow me to say that, in my opinion, there is nothing wrong with borrowing money, provided we are reasonably sure of paying it back. We must be careful, however, not to borrow too much, or pay too much interest. All of us have heard of persons desperately in need of money, who get caught in the toils of illegal lenders. Worry and unhappiness are almost sure to follow. Even large industries must borrow from time to time to finance necessary expansion, or to make necessary improvements. In fact, the use of borrowed capital has become an accepted part of our system of free enterprise.

Inexpensive to Operate

Due to the fact that there is little or no expense involved in running a credit union, and since the officials elected by the members themselves perform the necessary work involved, without pay, interest rates are low—usually, not over one percent per month on the unpaid balance. Time required to obtain a loan is usually very short, inasmuch as the person making the loan is already known to the credit committee.

It seems worth-while to mention that a very important part of the credit union system is the fact that members can often borrow funds on their personal character. From most loan agencies this would be impossible, or possible only at a high rate of interest. The credit union follows a practice of being sympathetic and helpful, and does not resort to hard, cold, collection



William G. Krummrich

and foreclosure practices. This attitude encourages the borrowing of funds, when worrisome troubles dictate a desperate need for quick funds.

Losses Negligible

The good character of the people who are members is indicated by the fact, that over a period of recent years, losses from loans not repaid, run less than one-half of one per cent. This is far less than for any similar type of organization in existence. However, there are other good reasons for this success. One of these reasons is that since other people's money is at stake, both the federal and state governments have laws governing the organization of credit unions. The rigid rules set forth in these laws, serve as a protection against carelessness or dishonesty.

Another reason, is the common bond of interest existing among the members. They usually work together, live in the same neighborhood, or belong to the same church or fraternity organization. This is important, because only in this way can the members know and keep in touch with each other.

Low Cost Credit

Thus, by being able to obtain loans readily, at a low rate of interest, a person is able to obtain more of the desirable things in life, and to meet financial obligations without becoming involved with illegal money lenders. The difference between the one per cent per month charge by the credit union and the ten per cent per month charged by illegal lenders, is tremendous. If you borrow \$100 and pay it back in 12 monthly installments to a credit union, you will have to pay at most \$6.50 in interest. Illegal lenders would charge you at least \$65. Personal loan companies, or industrial banks, would charge anywhere from \$13 to \$20.

Although credit unions individually

are not all large financial enterprises, collectively they represent a large amount of capital. At the present time throughout the United States there is about \$300,000,000 outstanding in loans from credit unions. While this is only a small fraction of the total amount borrowed by American consumers in any year, it is nevertheless a lot of money. It indicates that credit unions are well established institutions.

In this community, there are credit unions operating at most of the railroads, the meat packing houses, Aluminum Ore Company, at our own Monsanto Chemical Company plants, and many others. They are welcomed by leaders of the community, of industry and labor, and the church.

Benefit to Community

People who are able to meet their financial obligations become good citizens, and help make the community a good place in which to live better and be happier.

A credit union serving employee groups is strictly an employee organization, and the employer should take no active part in its administration. However, the success of such a group depends upon sensible harmony between the employer and the group. By cooperating in everyday matters, by giving a word of encouragement now and then, and by becoming active members themselves, management officials can help the credit unions become well established.

Employer Cooperation Valuable

On the other hand, management which shows little or no interest in the employees' credit union, or denies it simple favors, can discourage the group and cause it to become weak and disorganized.

An employer who appreciates the tremendous amount of good will that a credit union can have for his employees, should be especially willing to help. This should include suitable space in which to operate, light, heat and telephone service. Assurance must be given that the company is behind the credit union, and that company officials may be counted upon for any necessary advice and reasonable assistance. Employees who are given the opportunity to organize and operate a credit union, through the cooperation of management, will usually recognize such assistance and indicate their appreciation.

Management's support should be a part of its personnel program and, from the business point of view, is justified by the contribution the credit union makes to increased employee morale, and the resulting increased production.

There is another benefit—because

the type of merchant that exploits the public by selling inferior articles, at high prices on easy credit—which quite often results in wage assignments—is discouraged from doing business in the area. This is another reason to encourage industries in the area, who do not yet have a credit union, to encourage their employees to start one at once. There is no doubt that an employee free of financial worry is a happier, more efficient worker.

To the management of companies whose cooperation in the formation of a credit union may be requested in the future, I earnestly recommend your serious consideration to the plan. You will find that all of the influences of credit union operation—thrift, credit, cooperation, to mention a few—tend to make better employees.

Church leaders have found that they have more time to devote to their task of spiritual guidance, when a parish credit union solves the financial problems which would otherwise come to their attention.

Although 40 years have elapsed since the first credit union was formed in this country, we must still consider the movement to be in its infancy. More than half of the present 12,000 credit unions have been formed during the last 10 years.

We may assume that they will continue to grow, and as they grow the ideas on which they are based will become more widely understood. To further their development, the Credit Union National Association has been formed. This association is doing a fine job of educating people on how to work together, in a democratic manner, for the benefit of all.

And so, in conclusion, I wish to commend all the credit unions in the land, and the National Association, for the fine work they are doing for a very worthy cause—and to wish them the best of luck for future growth and continued success.



The future always holds something for the man who keeps his faith in it.

He Preaches and Practices

Father Frommherz Is More Than Just A Spiritual Shepherd

BY DON WOLFE
Blade State Editor

PRACTICING what he preaches—services to others—has made a Catholic priest the guiding light in a progressive rural community near Toledo.

The priest is the Rev. Joseph F. Frommherz, pastor of St. Mary Church, Assumption, O.

In a co-operative movement among his parishioners, Father Frommherz already has pooled the financial resources of his people into a quarter of a million dollar Federal Credit Union, and built a modern food locker plant, a farm necessity.

The Credit Union was born during the depression at a time when many farmers in the church community were faced with mortgage foreclosures and bankruptcy. It now has assets of \$260,000.

The money is available to any member to buy farms and homes, to improve property, to pay medical and other bills and for vacations. Each member can invest \$10,000 and borrow up to \$15,000. Thus a newly-married couple, each a member, have access to a total of \$30,000.

Even children are members. Each Sunday, after Mass, children line up to deposit nickels and dimes. It encourages saving.

Last year the credit union paid a 2½ per cent dividend, totaling \$5,428.24, to 646 members. It has never paid less than 2 per cent dividend, and has paid as high as 4 per cent.

Father Frommherz said the credit union operates very informally, with "offices" on the front porch of the parish house. Farmers, busy in the day, come at night to transact business, thereby saving valuable time.

By pooling resources, Father Frommherz organized the credit union so his parishioners "could help each other."

With money scarce, the charter members at the organizational meeting contributed \$75 to start it. The charter members, all still active, were Walter Dowling, Charles Malone, Albert Linehan, Wendell Mossing, Theresa Mossing, Joseph Pinkelman, Jacob Schafer, Peter Simon, Ed Myers, Joseph Lumbrezer, Patrick Linehan, Ollie Pifer, Orville Scheuer and Mrs. LaVerne King.

Now he wants to:
Build a water line to bring water

from Toledo to four communities and many farms.

Build a health center.

Build a slaughter house and cannery.

Build a repair garage for service to trucks, parishioners' automobiles and farm equipment.

The water program is the most urgent. With farms desperately in need of water, because of drying-up wells and adequate underground supply, Father Frommherz wants to install an eight-inch line from Toledo 20 miles out West Central Ave. (Rt. 20). This would bring Toledo water to Metamora, Berkley, Raabs Corners, Assumption and Richfield Center and to farms within a four-mile radius to those communities.—TOLEDO SUNDAY BLADE.

There Are Two Seas

A Parable by BRUCE BARTON

THERE ARE TWO SEAS in Palestine. One is fresh, and fish in it. Splashes of green adorn its banks. Trees spread their branches over it, and stretch out

their thirsty roots to sip of its healing water. Along its shores the children play.

The River Jordan makes this sea with sparkling water from the hills. So it laughs in the sunshine. And men build their houses near it, and the birds their nests; and every kind of life is happier because it is there.

The River Jordan flows on south into another sea. Here is no splash of fish, no fluttering leaf, no song of birds, no children's laughter. Travellers choose another route, unless on urgent business. The air hangs above its waters and neither men nor beast nor fowl will drink. What makes this mighty difference in these neighbor seas? Not the River Jordan. It empties the same good water into both. Not the soil in which they lie; not the country round about.

This is the difference: The Sea of Galilee receives but does not keep the Jordan. For every drop that flows into it another drop flows out. The giving and receiving go on in equal measure. The other sea is shrewder, hoarding its income jealously. It will

not be tempted into any generous impulse. Every drop it gets, it keeps. The Sea of Galilee gives and lives. This other sea gives nothing. It is named the Dead.

There are two seas in Palestine. There are two kinds of people in the world. Which kind are we?—Atlanta POSTAL CREDIT UNION, DEBITS AND CREDITS.

Added Non-Medical Coverage

THE DIRECTORS of Cuna Mutual Insurance Society approved increases in the maximum amount of non-medical insurance which may be issued to an applicant as follows:

Age 0 through 45.....	\$3,000
Age 46 through 50.....	\$2,000
Age 51 through 60.....	\$1,000

Non-medical Life Insurance, issued by Cuna Mutual Insurance Society, is based on a simple statement of insurability included with the standard application. The Society reserves the right to require a medical examination where statements in the application leave doubt as to insurability.

Good Relations Between Employer and Employees

The Kable Brothers Credit Union played a part in the 50th Anniversary of the company. The credit union presented a leather bound pass book to Mr. Kable with an entry for 50 dollars in it to represent 50 years and the appreciation of the credit union for the cooperations of Mr. Kable.

The local newspaper story of the anniversary reported, "The first person called to the platform was Edmund Lamm, president of the Kable Credit Union, who presented Mr. Kable with 10 shares of stock and a beautiful leather-bound pass-book registering him as account No. 1. Mr. Lamm also revealed that the local Credit Union now

boasts a membership of 446, with assets of \$99,000."

Mr. Kable wrote to the officers of the credit union "I want to thank you sincerely for the fine presentation of a membership in the Kable Credit Union, together with the ten shares of stock. I value the spirit which prompted this nice gift and I want to congratulate the directors for the business-like manner in which the Credit Union has been conducted. This organization is doubtless a great value to Kable employees and I wish it continued success.

"Thanking you again and with kindest regards to the members of your Board of Directors, I am sincerely yours, H. G. Kable."





What About It?

By C. F. Eikel, Jr.

Answers to your credit union questions by Cuna assistant managing director

Compensation For Officers

QUESTION: (FROM NEW YORK)

It has been the custom of this Federal credit union to compensate the officers of the credit union with a certain amount of money at each general meeting. This has been given as a special compensation to the treasurer with the understanding that he distribute same to the officers. My question is: Has the annual meeting the power to directly distribute such gifts without being charged up to the treasurer?

ANSWER:

It would appear to be illegal for your membership to authorize the distribution of certain sums of money to the officers. Our authority for this statement is Section 11(a) of the Federal Credit Union Act, which reads in part as follows: "No member of the Board or of either Committee shall, as such, be compensated."

Your credit union membership voting a certain sum of money at the annual meeting, to be paid to the treasurer with the understanding it is to be distributed among the officers of the credit union would, in my opinion, be nothing more than subterfuge. I strongly recommend that your credit union discontinue this practice.

Questionnaire on Life Savings

QUESTION: (FROM OKLAHOMA)

Our credit union is considering adopting the CUNA Mutual Life Savings plan of insurance. A questionnaire was submitted to our members requesting their reaction. Several of the comments from the members to which we would like to have an answer are as follows:

(a) "As one experienced in the insurance field, I feel that life insurance should be left to legal reserve companies. An emergency such as the flu epidemic of 1918 might bankrupt this fund."

(b) "Just how much will our dividend be reduced in order to carry this plan of insurance?"

(c) "In the event of excess losses, would there be any assessment on the members?"

ANSWER:

CUNA Mutual Insurance Society is



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

a legal reserve life insurance company organized under the insurance laws of the state of Wisconsin. As a legal reserve company the law provides for the setting up of adequate reserves in order that claims may be promptly met. (Dunn's Rating Bureau reported assets of \$157.09 per \$100 of Liabilities at the beginning of 1948 for our company). The law provides further that no assessment by the CUNA Mutual may be made from the members in order to meet excess losses.

The Life Savings contract is a form of insurance purchased by the credit union for its members and which provides insurance in the event of death of a member in an amount equal to his savings in the credit union up to a maximum of \$1,000, and with decreasing benefits after the member has attained age 55. The premium for this insurance is paid for by the credit union.

It has been found from actual operating experience that the cost for Life Savings insurance will not affect the dividend rate of the credit union by more than one percent; in fact, the actual cost of Life Savings insurance is less than the cost of a one percent dividend to the members.

Limitation of Life Savings

QUESTION: (FROM CALIFORNIA)

One of our members has three separate savings accounts. On each account there is joint tenancy with three different individuals, each of which are not in the field of membership. The three accounts are in the amounts of \$2,000, \$1,900 and \$1,500. Will this

depositor be entitled to Life Savings coverage in the amount of \$1,000 for each account?

ANSWER:

Life Savings Insurance covers the life of a member of your credit union to the maximum of \$1,000. Therefore, since the member in question has three accounts, all of which are in excess of \$1,000, one of the accounts could be used as basis for a claim, but only to the maximum of \$1,000.

Mechanics of Joint Accounts

QUESTION: (FROM VERMONT)

There are several questions regarding joint accounts which I would like to have answered.

If two names appear on one account:

1. Do both pay the 25c fee on joining?
2. Must each purchase a \$5.00 share, or does one purchase do for both?
3. Does each have a vote, or only the first named?
4. In the event of a loan to a man and wife, both having paid 25c, both having signed separate notes, but having only one book, what happens on the decease of either party, relative to insurance?
5. Should a case such as the above No. 4 have separate books and be separate accounts?

ANSWER:

1. Each member of a joint account would be required to pay the 25c entrance fee.

2. Each member would be required to purchase a \$5.00 share in order to fully comply with membership requirements.

3. Each member would have one vote.

4. Since both the man and wife in your question have signed separate notes, there would, of course, be two loans in existence. Therefore, Loan Protection insurance would apply to each individual and a claim would be in order if either died.

5. It is not necessary to have separate passbooks in reference to question No. 4. However, it is to the advantage of the credit union, from an operating viewpoint, to have separate books for each of the borrowers in the above instance.

Status of Pensioned Employees

QUESTION: (FROM OHIO)

Our credit union provides through its charter that its membership be restricted to employees living within a definite area. As some of the members retire on pension at the required age, they may decide to spend their remaining years in some warmer climate. Does a pensioner in this category forfeit his right to membership, or can he be claimed as a member and share in his CUNA benefits on his share account?

ANSWER:

Since your by-laws restrict membership to employees within a definite area, provision should be made to amend the by-laws if it is desired to permit pensioned employees who move away from the area to continue membership in the credit union.

With respect to the benefits under the Life Savings Insurance if a member is pensioned by the company because of disability, the amount so deposited by the member prior to such disability is insured, but all future deposits after disability has been established, are not covered. If a member is retired by the company on pension at the usual retirement age and the reason is not because of disability, Life Savings benefits will continue to apply on future deposits until such time as the member has reached the age of 70 years.

Limitations of Life Savings

QUESTION: (FROM RHODE ISLAND)

A man accumulates \$1,000 before age 55. Would his death at any subsequent age affect full coverage? In other words, does not the date of deposit determine the coverage up to age 70 rather than the date of death?

ANSWER:

The age of the member at the time deposits are made in the credit union is the factor upon which the amount of the benefit to be paid under a Life Savings claim depends. Therefore, in the above example, the man would be insured for the full amount of his account provided he was insurable at the time the deposits were made and that he retains these savings in the credit union until death occurs.

Insurance for Joint Accounts

QUESTION: (FROM OKLAHOMA)

If two joint owners are both members of our credit union, would the Life Savings Insurance insure the lives of both parties although they share only one account?

ANSWER:

Life Savings Insurance applies to the life of the first named party of a joint account. For example, John and Mary Doe have a joint savings account

in your credit union—a claim under a Life Savings Insurance contract would be in order only upon the death of John Doe, and such claim would be for the full amount of the account up to the maximum of \$1,000.

Unknown Disability

QUESTION: (FROM LOUISIANA)

Our credit union has just applied for Life Savings Insurance with your Society and we would like to know if we are expected to notify CUNA Mutual when a member is disabled or placed on a service pension roll? How can we effectively police the provisions of the contract—for example, a man may be suffering from an incurable disease, but unknown to us?

ANSWER:

It is not expected that the treasurers of our credit unions attempt to police the provisions of the Life Savings contract. The contract provides that a member must be performing the usual duties of his livelihood. That is, he must be working on the job at the time deposits are made, if such deposits are to be insured. If there is known to you, a member, who is definitely uninsurable, then this should be made known to us by your listing on the coverage report form, the amount of such an account as a deduction from the total share balance on which premiums are being paid. Should a Life Savings claim arise on a member who was uninsurable for any reason, this would naturally show up in the forms provided us. If his savings, or a portion of his savings, had not been deducted from the report of coverage form, and thus premiums were paid, we would calculate the amount of pre-

miums your credit union had paid on the uninsurable amount of this member's account and return such an amount to you.

When a person is placed on the pension roll for reason of disability, then the amount on deposit in this member's account prior to his disability, is insured. However, from the date disability occurs, future deposits made by the member are not insured and should be deducted and so reported on the coverage report form.

Coverage Changed by Endorsement

QUESTION: (FROM VERMONT)

If a credit union has not returned the form permitting the Society to insure loan balances up to \$10,000, would a loan in excess of \$5,000 be insured?

ANSWER:

The forms regarding the change from \$5,000 to \$10,000 maximum limit of individual coverage which were mailed to all credit unions carrying Loan Protection insurance with the CUNA Mutual Insurance Society were, (1) the endorsement to be attached to each contract and, (2) a post card, to be returned to the Society acknowledging receipt of the endorsement. It is not compulsory for a credit union to return the post card acknowledgment in order for its loans to be insured up to \$10,000. We assume all credit unions have accepted the \$10,000 maximum unless we have definite information to the effect that they do not wish coverage in that amount.

In order to avoid any question, however, it would be well for any credit union still holding the post card, to forward it to the Society.

POP Contributions \$3748

Southern Illinois Chapter Tops POP Contributions

THE CONTRIBUTIONS for the POP (Public Relations, Organization, and Publicity) program through January 10 reached \$3,748.18. The largest contribution of \$689 came from the Southern Illinois Chapter of Credit Unions, National Stock Yards, Illinois. The Central Illinois Ralph G. Long Chapter of Credit Unions, Decatur, Illinois was second high with \$455.

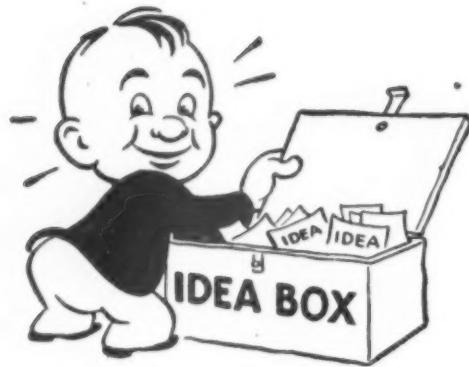
Clippings on the 100th Credit Union Centennial have been sent in from nearly every state and province. The messages of the President of the United States, and Acting Prime Minister of Canada were widely printed in the labor and cooperative press, and in numerous house organs.

A great many reports of POP din-

ners and comments of speakers were reported in the daily press. Several Governors and many Mayors issued proclamations and participated in our celebrations, and many valuable speeches were made by leaders of industry, government, church, labor and cooperative organizations.

In Canada a broadcast was arranged on an extensive radio network, and many local credit union programs were broadcast throughout the continent.

The Centennial meetings, publicity and broadcasts have contributed to the marked increase in the organization of new credit unions during recent months.



Idea Exchange

Here are new and tried publicity ideas. Ideas in the mind of the member is the first step to his participation in the credit union. "Credit union know-how" will lead him to more opportunity and happiness.

THE BRIDGE suggests:

1. that you mark and use the ideas which attract you.
2. that you adapt them to conversation, pay inserts, circulars, blotters, posters, and house organs.
3. that illustrations be reproduced by tracing, photo-offset, or photo engraving.
4. that mats of Idea Exchange Features may be purchased for 30c each from **THE BRIDGE** for printing uses. (See below.)
5. that each release contain full directions as to where and when credit union service is available.

Please send copies of all your publicity material to **THE BRIDGE**. Your participation in the Idea Exchange is helpful to other credit unions and sincerely appreciated.

Mats Available

*Mats, from which cuts for reproduction may be economically made, are available for Idea Exchange features when so indicated beneath the feature. These cost 30 cents each. Orders should be sent, and checks made payable to **THE BRIDGE**, Madison 1, Wisconsin.*

—i.e.—

Sick Member Benefits

Once again, the Toledo Joint Council Federal Credit Union made use of the Cuna Mutual Insurance Society by collecting a total disability claim of \$28 plus interest.

The letter of thanks received for this service (see Mail Call) is appreciated by the TJC Credit Union board of directors.

This member has been very ill more than a year and still is under doctor's care. Even the doctor expressed appreciation for the good accomplished by the Credit Union.

"It is service like this that is yours' when it is needed," declared Charlotte Berth, Treasurer, "and it doesn't cost you a cent. You can't lose by being a member; the only way you lose is by not joining us."

She urged all members to sign a membership card in the Credit Union and to save at least 25 cents a week regularly.

The annual meeting of the Credit Union, she said, is Jan. 29.—**LABOR UNION WORLD**.

—i.e.—

To New Employees

Welcome to our organization. Swift & Company employees are a bunch of friendly cooperative people. They try to help each other. They like to see each employee:

1. Do his work well.
2. Save a share of his earnings.

For this reason we have Swift Kansas City Employees Credit Union, a financial organization owned and operated (without pay) by employees with whom you work.

Facts about Swift Kansas City Employees Credit Union:

- a. It is strong financially—one of the best in Kansas.
- b. It is operated under direct supervision of the Kansas State Banking Department.
- c. Shares are \$5.00 each.

d. Entrance fee to the Credit Union is 25c per member. Joint membership may be carried or any member of the employee's immediate family may become a member.

e. You may deposit 25c or more each week, as desired.

f. Our credit union has always paid reasonable dividends.

You are invited to become a member of the Swift Kansas City Employees Credit Union. We hope you will ask about it and start your savings account at once. Application for membership is attached for your convenience.—Educational Committee.

P.S. We shall also be glad for you to join our Christmas Savings Club.

—i.e.—

Another Employee Service

Providing an important service to employees is the Marshall Field Employees' Credit Union. Operated entirely by employees, this group lends money to take care of emergency needs (cost to you is comparatively small) and provides a depository for your savings.

Officers and directors of the Credit Union, which holds all transactions entirely confidential, are Ralph Moore, president; Harry Krotz Jr., vice president; Grace Stafford, secretary, and Carl Bowman, treasurer.

Other members of the board are



SNAP IT UP

Get that new Credit Union Member

NO LIMIT THIS SEASON

Los Angeles Chapter

Idea Exchange

Ruth Allison, Elmer Behnke, Edward Berleman, Fred Bruhn, Phil Boland, Louis Erickson, John Florian, Ann Freer, Harold Huff, Walter Jones, Mark Morrow, Walter Myers, John Quinlan, Clyde Reading, Edwin Riego, Henry Strohmeyer and May Young.—*Marshall Field Employees Credit Union, in the FIELD GLASS.*

—i.e.—

The Key To Security

You can see the key to security on the face of every single greenback issued by your Uncle Sam.

Take out a dollar bill—or a five, a ten, or a fifty, whatever you have handy. Then look for the key near the bottom of the little colored seal.

If you put enough of those keys into the CREDIT UNION, you can rest easy. You'll be able to open more doors to happiness for yourself and your family.

Millions of Americans—just like you, have learned the easy way to make their money grow for them. They're building a fund for the future—making sure there'll be plenty of good times ahead for themselves and their families—by adding to their CREDIT UNION account regularly.—*Fairmont Foods Buffalo Federal Credit Union, Buffalo, New York.*

—i.e.—

Life Savings—A Unique Service

The credit union returns to you an excellent interest yield on your savings. In addition, it gives you life insurance coverage on the first \$1000. If your pass-book shows savings of \$10 at death, your estate is worth double that amount, or \$20; whatever amount you have in savings . . . doubles up to \$1,000, in which case, your estate is worth \$2,000, provided the savings are accumulated in the credit union before attaining age 55.

Insurance coverage decreases on savings deposited in the credit union after age 55. Example: If you place \$1,000 in the credit union between ages 55 and 59 inclusive, at death your estate is worth \$1,750; between 60 and 64 inclusive, \$1,500; between 65 and 70 inclusive, \$1,250. This insurance is given, absolutely free!!!!—*Atlanta Postal Credit Union, Atlanta, Georgia.*

—i.e.—

Loans Over A Half-Million

On October 31, 1948 your credit union made a loan of \$200 to one of its original charter members—that loan with 2,706 other loans made \$500,000.27.

In twelve and a half years we have

failed to collect only \$25.28 on a loan made by one of our employees who gave his life overseas. Through November 30, we have accumulated \$3,662.36 in a reserve for other possible bad loans.

Usually where a credit union has a low "bad loan" experience as has your credit union it is found that the credit union is "tight" with its loans. We're proud to observe that such is not the case with your credit union. The Humble employees, with maybe a little prodding, are the type that repays their obligations. During the first eleven months of 1948 your credit union has loaned you \$113,198.29 of that half million dollars—by far the

greatest amount ever loaned you in one year by your credit union.—*THRIFT NEWS, Humble Employees Longview Federal Credit Union, Longview, Texas.*

—i.e.—

Employee Morale

We pride ourselves on doing a good job of employee morale throughout the company. No employee can give his best while saddled with financial worries and we are only too glad to be able to ease this worry wherever possible. All of us do a better job when freed of financial distress.—*Toronto Telephone Employees Credit Union, Toronto, Canada.*

A PICTURE IS WORTH A THOUSAND WORDS

CHINESE PROVERB

DON'T DELAY... ACT TO-DAY!!!

JOIN YOUR . . .

CARPENTER'S LOCAL NO. 7 CREDIT UNION

Sidney Stockstead, Secretary-Treasurer
72 Bedford Street S.E., GL 2088
Minneapolis 14, Minnesota

NOT FOR PROFIT . . .

NOT FOR CHARITY . . .

BUT, FOR SERVICE . . .

If you should die before you wake, how much of what you leave would your creditors take?

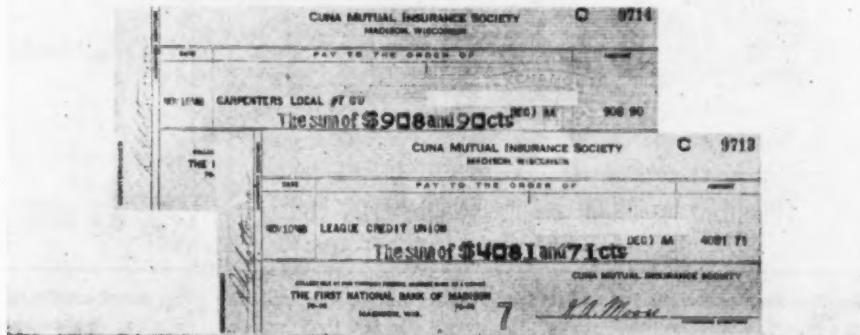
THINK THIS OVER!!!

INSURE A BRIGHTER TOMORROW . . .
JOIN YOUR CREDIT UNION TODAY . . .

A FEW REASONS WHY YOU SHOULD JOIN CARPENTER'S LOCAL NO. 7 CREDIT UNION

1. Our credit union provides safety and economy both for those who save and for those who borrow.
2. Our credit union is owned, operated and controlled by its members.
3. All earnings after expenses are returned to the members.
4. Security and freedom from worry are provided to the borrower and his family, as all loans up to \$10,000 are insured against death to age 70, and against disability to age 60, without cost to the borrower. This coverage is carried with Cuna Mutual Insurance Society, our own mutual insurance company.
5. Our credit union does not collect from the survivors or co-makers in case of death or disability of the borrower. Instead we return the note marked: "Paid in full."
6. The checks illustrated speak more effectively than words the value of services offered by your credit union.
7. Where do you get this protection and service?
8. At your credit union. Your credit union is not simply a loan organization. It is a mutual organization of members bonded together to help each other in all their financial difficulties.
9. All this is within the reach of every member of Carpenter's Local No. 7.

This is a reproduction of two checks covering payment in full of loan balances owed by one of our members at the time of his death to credit unions. They total \$4,990.61.



Idea Exchange

Let's Talk About Mergers

I'm not referring to mergers of gigantic corporations. I mean your debts.

Suppose you owe money to A, to B, and to C. Don't you have a hectic time paying each one at a certain set date?

Doesn't it keep you breathless and worried?

I don't see why you should when you can STOP it with such ridiculous ease!

Here's the way: borrow from the CREDIT UNION pay off A, B, and C, and then you owe only one place!

And the interest—You know as well as I do it's very low.

See Mrs. L. Gaskins in the Payroll Section for further details.

—i.e.—

Only One Way To Lose

Welcome! Come on in! Be a member of the Credit Union!

As a member of the Credit Union, you will find it easier to save money regularly, safely, and with expectation of a reasonable dividend.

As a member of the Credit Union you will find it simpler to borrow

money, and a whole lot easier to pay it back, because it costs you less.

Most important of all, the Credit Union, because it belongs to the members (to YOU if you join), gives you truthful, friendly, confidential help with your money problems.

The only way you can possibly lose is by not joining us!

So come on in!—Tropical Telco Fed. Credit Union, Miami, Florida.

—i.e.—

The Day Is Coming When . . .

1. Many of us will wish we had waited to buy some of the major things we need.

2. Many of us will already be in debt and unable to purchase any more merchandise.

FURTHERMORE—

a. Most of the post war merchandise recently purchased by us is inferior in quality and material.

b. Prices paid for present post war merchandise such as autos, refrigerators, homes, etc., are entirely too high.

BE SMART—

SAVE YOUR MONEY AND WAIT

A stabilized market will surely exist within the next few years.

Save Your Money—at least 10% of your income.

Save all of any overtime pay you may receive.

Save all of any increases you receive.

You Were Getting Along on Your Present Income!

If you have any savings bring them to your CREDIT UNION.

Save regularly in your credit union—sign for a payroll deduction for regular savings now.

Buying at high prices with the present inflated dollar could be dangerous.—Tropical Telco Federal Credit Union, Miami, Florida.

—i.e.—

Could You Use \$71.02?

One of our employees discovered recently, upon comparing figures, that he could have saved the above amount if he had used Credit Union Financing when he purchased his car a short while ago.

Upon breaking down his interest and carrying charges, it was found

PLEASE POST

DETROIT NEWSPAPER INDUSTRIAL CREDIT UNION

131 LAFAYETTE W., 914 TRANSPORTATION BLDG., CADILLAC 2962
Office Hours: 9:30 A. M. to 4:30 P. M., Monday Thru Friday—Not Open Saturdays

Almost A Million!

A check of the balance statement below will reveal that we are very close to realizing our goal of a MILLION DOLLAR BALANCE SHEET by the end of 1948. Those of us who are now members of the DNICU know and realize what it has meant to us over a period of years. Those of you who on the payroll of a newspaper, printing plant or the allied trades are eligible to join with us in making the DNICU a greater service cooperative. You alone are weak economically. Joined with us, you will be strong.

BALANCE SHEET—OCTOBER 31, 1948

ASSETS	
Cash—On Hand and in the Bank	\$ 66,812.48
Loans to Members	658,025.54
Office Equipment and Book Banks	4,006.51
Less Reserve for Depreciation	2,205.63
Shares in Other Credit Unions	1,799.86
United States Government Bonds	10,010.00
Premium on U. S. Bonds Purchased	249,800.00
Accrued Interest on Investments	4,312.49
Total Assets	1,260.00
	5992,060.31
LIABILITIES	
Shares	\$910,562.16
Notes Payable	25,000.00
Reserve for Bond Premium	4,312.49
Withholding Tax Held	46.80
Undivided Earnings	3,089.06
Guaranty Reserve	17,255.86
Net Profit Jan. 1 to Oct. 31, 1948	31,578.00
Total Liabilities	5992,060.31
No. of Members.....	2317
No. of Borrowers.....	1287

YOU NEED the DNICU and the DNICU NEEDS YOU

ROY C. MARSHALL, Treas.-Mgr.

The Detroit Newspaper Industrial Credit Union puts out a bulletin each month, similar to those above. The actual size is 6 by 8 inches.

PLEASE POST

DETROIT NEWSPAPER INDUSTRIAL CREDIT UNION

131 LAFAYETTE W., 914 TRANSPORTATION BLDG., CADILLAC 2962
Office Hours: 9:30 A. M. to 4:30 P. M., Monday Thru Friday—Not Open Saturdays

AS OF DECEMBER 31, 1948

Our Assets Are

\$1,048,158.49

IT DIDN'T "JUST HAPPEN"

YOU and YOU and YOU DID IT!

**NO REMOTE CONTROL! NO TRIBUTE!
NO OUTSIDE CAPITAL!**

You Made It! You Run It! You Own It!

USE IT!

YOU NEED the DNICU and the DNICU NEEDS YOU

ROY C. MARSHALL, Treas.-Mgr.

The membership is scattered, and over an extended period these circulars are considered successful.

Idea Exchange

that his Finance Company had charged him \$142.15. Credit Union Interest charges for the same unpaid balance figured out to \$71.13—a clear difference of \$71.02, or almost exactly half.

The above figures should be of unusual interest to anyone planning to purchase a car. Before you sign that contract, come in and talk to your Employees Federal Credit Union.—*Anvil Chorus, Plumb Tool Employees Federal Credit Union.*

—i.e.—

Save for Christmas

Get your savings account started for the next Christmas. Figure out what you're going to need, then start saving regularly—without fail. Come into the credit union office now and make that first payment to yourself. Grit your teeth and save as though you had to.—*Elgin Credit Union News.*

—i.e.—

Biggest Month In History

In June our Employees' Credit Union lent more money than in any other month of its 12-year operation. June loans totaled approximately nine percent more than those made during the until-now record high month of April 1941.

This record-breaking performance, together with an excellent May business shows clearly that Company employees are beginning to realize that their own Credit Union is the logical place to borrow money—that going outside the Store for financial help is bothersome and expensive!

COMPARE THE COSTS!

Recent Field Glass articles have shown that the charges made by the average small loan company are much higher than those made by the Credit Union—two and three times higher in many cases. Loan company advertising may sound good, but take a closer look. Recently, a loan company distributed a circular which carried a table of loan amounts with corresponding monthly payments. The offer looks good at first glance, but closer inspection shows it to be very costly. For example:

The loan company offers a \$200 loan for six months—to be repaid at the rate of \$36.85 a month. Doesn't sound bad—but a bit of simple arithmetic shows that at the end of your six months you would have paid charges amount to \$21.10. YOUR EMPLOYEES' CREDIT UNION WILL LEND YOU \$200 FOR SIX MONTHS—AND CHARGE ONLY \$7.

Then—this loan company offers to

lend \$300 for 12 months on a repayment basis of \$29.68 month. Your cost? Well, it's \$56.16—believe it or not. FOR THE SAME LOAN OVER THE SAME PERIOD OF TIME YOUR EMPLOYEES' CREDIT UNION CHARGE WOULD BE ONLY \$19.50—a saving of \$36.66. Add 84¢ to this saving and you could purchase a \$50 U. S. Savings Bond!

WATCH THE CHARGES

All of us need money at times—for vacations, fuel, home repairs, doctor and dentist bills, education, debt consolidation, emergencies—and borrowing money when we truly need money is good business, sound economics. But we're foolish if we pay three times what we HAVE to pay for such assistance over the rough spots.

And that's why our Employees' Credit Union was organized by a group of our fellow employees 12 years ago. Its main purpose is to provide needed funds at low cost. Its working capital is provided by the cash deposits of members (3571 as of June 1), which deposits earn dividends in proportion to Credit Union profits. You'll find the Credit Union savings plan just as convenient as the Credit Union loan plan.

Remember—all advertised interest rates seem low; don't just compare

interest rates—compare actual cost! If you do, you'll rush to your Employees' Credit Union (12th, North, Wabash) when you need money.

Incidentally, it's a busy place these days. To avoid loss of time, call Carl Bowman, treasurer, for an appointment. He can be reached on House telephone extension 757.—*THE FIELD GLASS, The Marshall Field Employees Credit Union, Chicago, Illinois.*

—i.e.—

Wise Men Say

- ¶ Success is a journey—not a destination. H. Tom Collard.
- ¶ Heaven never helps the man who will not act.
- ¶ Broadmindedness is highmindedness flattened by experience.
- ¶ Formula for youth. Keep your enthusiasm and forget your birthday.
- ¶ A man without mirth is like a wagon without springs, in which one is caused disagreeably to jolt by every pebble over which it runs.
- ¶ Laziness is a quality that prevents people from getting tired.
- ¶ Faith is a kind of winged intellect. The great workmen of history have been men who believed like giants.—Charles H. Parkhurst
- ¶ Men change conditions through the use of an instrument, not by the instrument alone.—Thos. J. Watson

K. C. STRUCTURAL STEEL EMPLOYEES CREDIT UNION



The K. C. Structural Steel Employees Credit Union incites the readers of their letters with a warm and friendly picture on its letterhead.

Letterheads and envelopes may be used to attract interest to our credit union objectives, and to build a neighborly atmosphere among our members and the public.



(Mats available, see column 1, page 12.)

Letterheads and envelopes may be ordered from Cuna Supply Cooperative with the above picture.



Another Record Month

By W. B. Tenney

Assistant Director of Organization

DURING December there were 107 new credit unions reported by 35 states and provinces. This is the second month since September 1941 we have exceeded 100. The Bureau of Federal Credit Unions also had cause to celebrate December in that it was their best month in nearly five years. Lance S. Barden, Chief Examiner of the San Francisco Regional Office, gave further cause for joy by reporting 8 new credit unions in Alaska resulting from his journey there. Yes, December 1948 was a memorable month. Saskatchewan was leader for the month with 10. Alaska, Illinois, and Michigan reported 8 each. Pennsylvania and Texas reported 7 each. The tight race in the one-or-more-each-month club cleared one more hurdle with the same four leagues—California, Ohio, New York and Texas—retaining their membership.

The December reports bring a total of 821 new credit unions during the 1948 calendar year. There were 555 in 1947 and 488 in 1946. Leading leagues for the entire year were Illinois with 75, California, with 58, New York with 52, Texas with 43, and Ontario with 42. All but 20 leagues showed an increase in 1948 over 1947 totals.

1000 New Credit Union Drive

The December total put new life into the 1000 New Credit Union Drive. With 8 months (2/3) of the time gone, the total now stands at 524. The same period of 1947 showed 335 and the same months of 1946 showed 350. A little extra effort between now and April 30 and we might come very close to our goal. Eighteen leagues have already achieved 70% or more of their quota:

League	Quota	Organized	Percent
British West Indies	1	8	800
Canal Zone	2	5	250
Nevada	1	2	200
Arkansas	4	6	150
Mississippi	4	6	150
Arizona	2	3	150
Georgia	13	13	100
Utah	6	6	100
Idaho	4	4	100
Delaware	1	1	100
Michigan	25	23	92
Texas	40	36	90
West Virginia	10	9	90
New York	40	34	85
Louisiana	12	10	83
Saskatchewan	22	10	70
Maryland	10	7	70
Rhode Island	10	7	70

The Southern District continues to lead, but the Central and Western Districts are close behind. Standings as of December 31 are:

District	Quota	Organized	Percent
Southern	185	121	65
Central	150	85	60
Western	125	75	60
Northeastern	115	63	55
Eastern	165	80	46
Canadian	155	65	42
Midwestern	105	35	33

Quotas and standings of the various leagues as of December 31 are: (Quotas are shown in parentheses)

CANADIAN DISTRICT

Alberta (16) 7; British Columbia (20) 10; Manitoba (12) 0; New Brunswick (5) 0; Newfoundland (0) 0; Nova Scotia (30) 1; Ontario (40) 25; Prince Edward Island (5) 1; Quebec (5) 3; Saskatchewan (22) 15.

NORTHEASTERN DISTRICT

Connecticut (25) 7; Maine (5) 2; Massachusetts (20) 6; New Hampshire (3) 0; New York (40) 34; Rhode Island (10) 7; Vermont (12) 7.

EASTERN DISTRICT

Delaware (1) 1; District of Columbia (12) 5; Maryland (10) 7; New Jersey (23) 7; Ohio (45) 23; Pennsylvania (54) 22; Virginia (10) 6; West Virginia (10) 9.

CENTRAL DISTRICT

Illinois (75) 46; Indiana (20) 7; Michigan (25) 23; Wisconsin (30) 9.

MIDWESTERN DISTRICT

Iowa (20) 10; Kansas (14) 1; Minnesota (21) 4; Missouri (29) 15; Nebraska (11) 3; North Dakota (5) 0; South Dakota (5) 2.

SOUTHERN DISTRICT

Alabama (10) 4; Arkansas (4) 6; British South America (6) 0; British West Indies (1) 8; Canal Zone (2) 5; Florida (16) 10; Georgia (13) 13; Kentucky (13) 1; Louisiana (12) 10; Mississippi (4) 6; North Carolina (20) 2; Oklahoma (8) 3; Puerto Rico (18) 7; South Carolina (2) 1; Tennessee (16) 9; Texas (40) 36.

WESTERN DISTRICT

Alaska (0) 8; Arizona (2) 3; California (49) 32; Colorado (10) 4; Hawaii (12) 3; Idaho (4) 4; Montana (6) 1; Nevada (1) 2; New Mexico (5) 2; Oregon (10) 2; Philippine

Islands (0) 0; Utah (6) 6; Washington (18) 8; Wyoming (2) 0.

Volunteer Organizers' Contest

The volunteer organizers' contest is entering its final month—the closing date is February 28, 1949—and the hot race continues. Names and standings of contestants as of December 31 are:

Richards, Ohio	9
Gregory, Ill.	7
Hinze, Mich.	5
Davis, Texas	4
Keinz, N.Y.	3
Jackman, Texas	2
Porath, Pa.	1
Stout, Ore.	1
Crane, W. Va.	None reported
Ludwig, Jr., Ill.	None reported

If you have organized any credit unions since March 1, 1948 and have not yet entered the contest there is still time to enter. If you have not organized any since that time but have some future plans, begin working now and enter the new contest which starts March 1, 1949. Follow these simple rules:

1. Write T. W. Doig, Managing Director, CUNA, Madison 1, Wisconsin, advising him of your intention to enter the contest and listing any credit unions you have organized since March 1.

2. Soon after the completion of each new credit union following your entry in the contest, advise Mr. Doig of that fact.

3. On or before March 31, following your entry in the contest, send Mr. Doig a complete list of all credit unions you organized within the contest period (March 1 to February 28).

The person organizing the greatest number of credit unions will be declared winner of the \$100 U.S. currency prize. Duplicate prizes will be awarded in event of tie. Enter today, then get busy and win.

National Directors Honor Roll

The list of National Directors and alternates who have kept their pledge is growing longer. December saw an increase of 5 names and 23 credit unions. Reports received through December 31 show:

NATIONAL DIRECTORS	
M. F. Gregory, Ill.	6

P. H. Montgomery, Calif.	3
H. M. Cawley, Col.	3
M. H. Widerman, Md.	3
S. H. Myers, Miss.	3
G. W. Ramsell, B.C.	2
P. D. Hallam, Mo.	2
C. J. Watson, Ont.	2
C. E. Michaels, Ala.	1
J. L. Bammerlin, Ariz.	1
L. B. Kilburn, Conn.	1
H. E. McArthur, Ill.	1
E. E. Barnbrook, Ind.	1
Harold Moses, La.	1
Dale Chidester, Mich.	1
James Harvey, Mich.	1
E. A. Smith, N.J.	1
Wm. Jack, N.Y.	1
J.D.N. MacDonald, N.S.	1
A. C. Savage, Ont.	1
J. A. Collerain, Texas.	1
H. B. Yates, Texas.	1

PART-TIME MANAGING DIRECTORS

L. R. Nixon, Conn.	6
Karl Little, Utah.	6
W. O. Knight, Jr., S.D.	2
George Keller, Idaho.	1
Boris Blumenthal, Maine.	1
Henry Stricker, Jr., N.J.	1
W. C. Ohlfs, Wash.	1

FULL-TIME MANAGING DIRECTORS AND FIELD STAFF

G. B. Reed, Texas.	8
C. E. Oldham, Ind.	5
J. W. Burns, B.C.	4
W. L. Vandenburg, Ky.	1
Ralph Bendel, Okla.	1

Marine Who Wouldn't Quit

BY JOHN CARSON

WASHINGTON, D.C. (CNS)—The young man, "pharmacist's mate, first class," during the war, lived through the inferno of the Pacific, and now he lived it again. "We just became part time doctors," he said. "The boys, wounded and suffering, were brought aboard our ship. They came in so fast at times we had to pitch in and help."

"The one fellow who impressed me most was a Marine. He was a man well beyond 50 years. When he came in, he was in bad shape. A machine gun had cut his arm to ribbons. But the first thing he told me was to help some of the others. I often wonder whether they saved that arm. But that fellow—he was a wonderful fellow—before long was making up his own bunk and carrying his own tray to get food. He tried to do everything for himself so we could help others. He enlisted in the Marines as a private and he was more than 50. Then he got to be an officer. All he thought of was getting back to help his men. I often wonder what happened to him and that arm." "Do you remember the name?" I asked. "Yes, it was Douglas. I'd like to see him again." The story teller was

a relative of mine who had no idea that the "Douglas" was one of my friends. He was the new Senator from Illinois, Paul Douglas, "cooperator, first class."



Founders Club

New Members

SINCE OUR LAST REPORT the following new members have been admitted to the Founders' Club:

Mr. Louis J. Schonberger, Continental Oil Company Federal Credit Union, Richmond, Virginia.

Mr. Samuel X. Mitchell, Southern California Federal Credit Union, Dallas, Texas.

Mr. T. M. Close, Savannah Electric & Power Employees Credit Union, Savannah, Georgia.

Mr. G. T. Smith, Provision Company Employees Federal Credit Union, Columbus, Georgia.

Mr. Wendell Sawyer, Ben Franklin Credit Union, Atlanta, Georgia.

Mr. H. M. Baillie, Rossland Credit Union, Rossland, British Columbia.

Mr. W. M. Nesby, Century Credit Union, Winston-Salem, North Carolina.

Mr. Albert J. Schuck, St. Mary's Catholic Credit Union, Regina, Saskatchewan.

Mr. Harry F. Hartway, Aluminum Goods Credit Union, Two Rivers, Wisconsin.

Mr. D. Hannah, Delphic Credit Union, Montreal, Quebec.

Mr. R. N. Elliot, Strathcona Credit Union, Montreal, Quebec.

Mr. James Moore, Elcon Credit Union, Verdun, Montreal, Quebec.

Mr. E. A. Perron, Alverna Credit Union, Montreal, Quebec.

Mr. E. W. Cope, Delphic Credit Union, Montreal, Quebec.

Mr. A. Remillard, Montreal Firemen's Credit Union, Montreal, Quebec.

Mr. Thomas M. Appleton, Purina Employees Credit Union, Nashville, Tennessee.

Miss Gertrude Slade, Amseco Credit Union, Grand Rapids, Michigan.

Mr. A. Cater, R-A Employees Federal Credit Union, Oak Ridge, Tennessee.

A Milestone

NINETEEN NEGRO CREDIT UNIONS are operating in Louisiana, embracing over 5,000 participating members with combined assets totalling over \$350,000. These 19 credit unions are affiliated with the Louisiana Credit Union League. Thomas W. Doig in commenting on this achievement says, "This accomplishment on the part of the colored people of Louisiana is indeed in accord with the basic philosophy of credit unions—to combine our needs, our limited resources, and abilities to serve ourselves. The 100% membership of these credit unions in the Louisiana Credit Union League is a particularly harmonious condition, significant in that it distinguishes Louisiana as the only state in our country I know of where 100% co-operation within a given group is not only evident, but actual."

In a letter to these credit unions Mr. Doig writes, "Please accept the congratulations of the Credit Union National Association on the forward-looking attitude adopted by your credit union and the others in your group. We are grateful to you for your membership, your support, and for your recognition of the common objectives of the Credit Union National Association and your Louisiana Credit Union League in 'furthering the credit union movement for peoples of all walks of life.'

"We sincerely hope that the Credit Union National Association and the Louisiana Credit Union League will always prove worthy of the confidence you have seen fit to invest in us."

Insurance Committees Active

THIS YEAR the various Chapters of the Ontario Credit Union League are emphasizing insurance in their educational work.

CUNA insurance, individual life policies, in Ontario totaled in October, 1948, \$1,788,295. It should be observed that there are big differences in numbers of members, and that conditions vary greatly. The following lists however show the effectiveness of insurance committees.

Anambra, Toronto	\$ 42,700
Co-op Services, Toronto	37,000
Dacto, Toronto	19,000
Toronto Electrical Utilities	30,000
Dundas Neighborhood	19,000
Ganaraska, Port Hope	13,500
Hamilton Municipal Employees	205,728
Hamilton Telephone	59,500
Keen, Hamilton	65,750
Kempenfeldt, Barrie	20,500
Lourdes, Toronto	22,500
Moore, Corunna	20,000
Nasco, Hamilton	20,900
Rochdale, Woodstock	18,100
Stelco (Canada) Hamilton	51,050
St. Peter's, Toronto	51,200
T H & B, Hamilton	55,045
W E A, Peterboro	76,500
West District Telephone	28,800
West Fort William	153,250

A Warning Comes from China

Y. S. DJANG, executive director of the International Relief Committee of China in an interview regarding Chinese credit unions says that China has no positive lessons to offer but can offer powerful negative lessons for the other credit unions of the world.



In Mr. Djang's opinion, credit union people must not relinquish the democratic privileges of the members in the election of officers and in making decisions and policies to any government or other agency.

The Chinese credit unions were first encouraged by the China International Famine Relief Commission for China under the League of Nation functions in 1923. Credit unions were first organized among the farmers to relieve usury, and to assemble resources to create productive opportunity. The pattern followed was of the Raiffeisen type of credit union found in Japan and India. The educational program of the Relief Commission was well received by the Chinese farmers and the application of credit union principles were automatically applied to many other enterprises. Mr. Djang believes that the Chinese credit union movement was entirely responsible for giving the farmers the same low rates of interest enjoyed by business men. After three years the relief commission turned over the continuance of the credit union program to the Chinese government. I asked Mr. Djang to explain the setback of credit unions in China. Mr. Djang said there were two factors that hurt the Chinese credit union. The first was war which destroyed relations between people, however he did not believe this to be an important factor. The second reason was party politics. Government approval was required for officers to be elected. Later, in effect, the government appointed many of the officers. Policies were controlled by the government. Members found innumerable hazards to prevent them from building the services they needed. The member's interest, enthusiasm, and effort were stifled. A small farmer today cannot refuse a loan, and if he does not make his payments his land will be forfeited.

Mr. Djang emphasized that people must assert themselves. If the credit unions are to succeed they must be controlled by the people, for the people, and of the people. The present

conditions of China should be a most powerful negative lesson to stimulate other credit union people to assert their right to select officers, set policies, and to operate their own organizations.

Face the Big Problem

I BELIEVE that one of the big problems facing the credit union movement is that of education. Educating the directors on what is good management of a credit union, the members on what they should expect in the way of services, and everyone that a credit union is more than a loan company.—John Kelley

Kelley, assistant managing director of the Illinois Credit Union League, THE BRIDGE, October 1938.

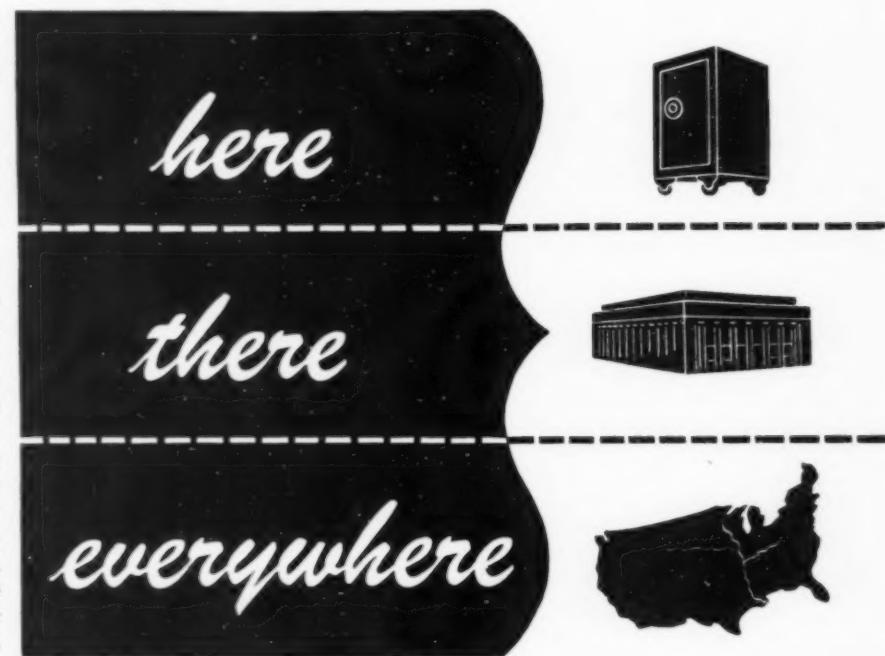
Very Careful

"Mike," a man asked his tailor, "why is it you haven't asked me for my account?"

"Oh, I never ask a gentleman for money."

"Indeed! What do you do if he doesn't pay?"

"Well," replied the tailor, hesitatingly, "after a reasonable time I figure he isn't a gentleman and then I ask him."



Your credit union funds are protected—here, there, everywhere—under the broad, "on premises" insurance feature of Blanket Bond (Standard Form No. 23).

This particular coverage feature of the Blanket Bond will protect your organization's money or securities in your own office or in any other office (except a U. S. post office) where the funds may be in the usual course of business. This means in your home town or anywhere else in the United States. There is no need to accept burglary or robbery policies which limit the protection to your safe or to your immediate office.

Get in touch today with the CUNA Insurance Research division for more detailed information on how the "on premises" feature and many other features of Standard Form No. 23 will fit your credit union.

Lumbermens MUTUAL CASUALTY COMPANY

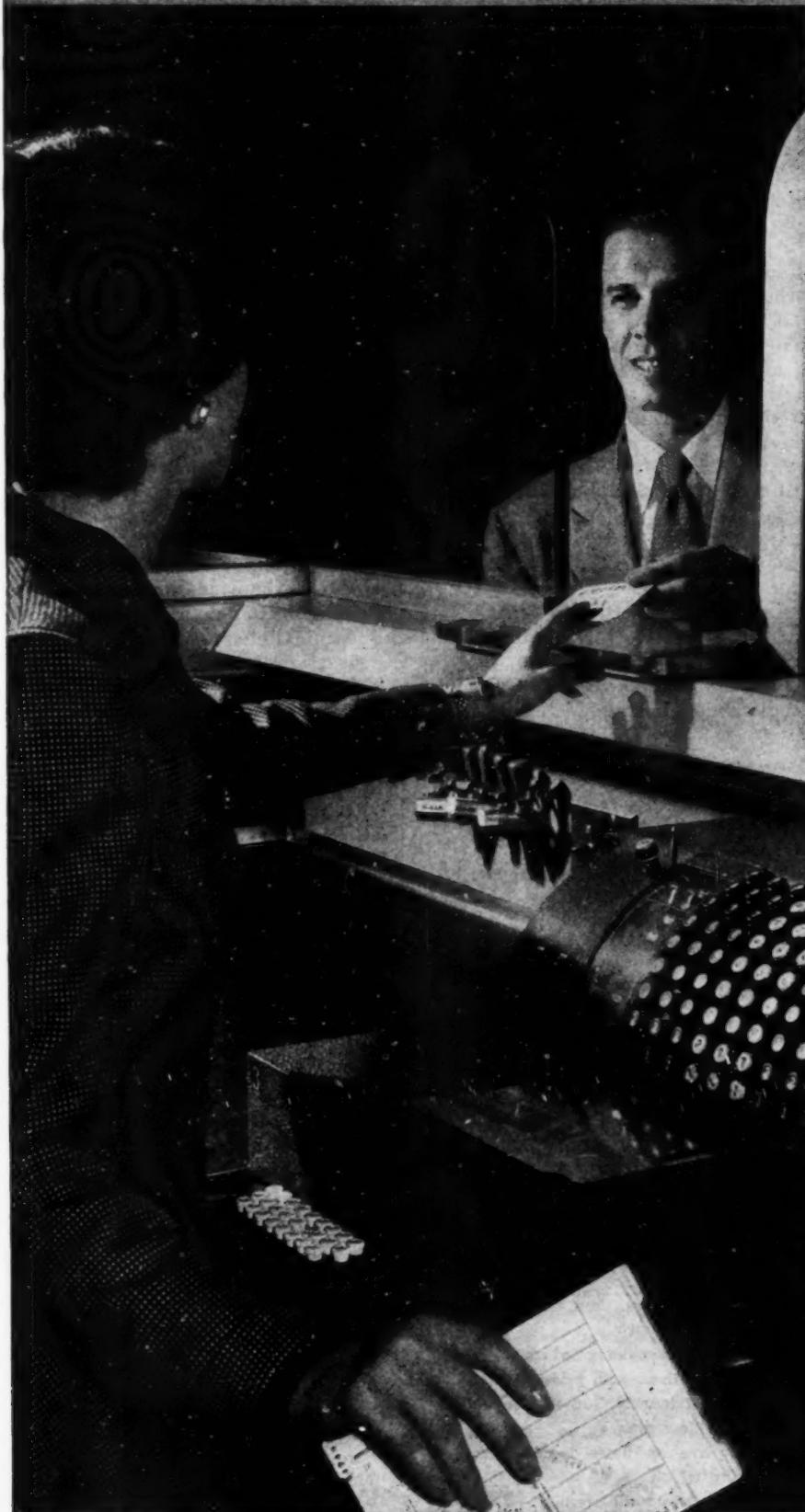
Operating in New York State as (American) Lumbermens Mutual Casualty Company of Illinois.

James S. Kemper, chairman

H. G. Kemper, president

Chicago (40)

on both sides of the counter
the National Unit System's the no.1 choice!



And little wonder! For share payments, share withdrawals, or loan payments are normally handled in a matter of seconds—and at *any* window.

All records are made simultaneously—and are identical, in clear, unchangeable, printed figures. No request is needed and there is no waiting for entry of dividend credit—this is entered automatically when the member presents his receipt book.

All records are in continuous balance—no waiting for balance verification. No duplication of posting, or posting to wrong account, or hunting for receipt book differences. Computation of balances is mechanically correct. No back-office posting is necessary. Costly overtime is eliminated.

Ask your local National representative to show you specifically how much the National UNIT System will save you in time and money.

National
ACCOUNTING MACHINES
CASH REGISTERS • ADDING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

Concessions Obtained

IN CANADA most credit unions have been free of income tax problems such as reporting or assessment.

Recently, however, federal income tax inspectors have become increasingly aware of the credit union movement. Some have allowed their interest to extend as far as requesting complicated returns to be filed. This is without regard to the fact that many credit unions are small, the officers work voluntarily on an after-hour basis and are untaxable in any event.

As a result of this request many treasurers have threatened to resign their position in protest.

To protect the treasurers and in an effort to secure a country-wide official directive, the Credit Union National Association arranged for a meeting with Dr. J. J. McCann, Minister of National Revenue of Ottawa. The CUNA Canadian Branch took care of all the details and called to the meeting CUNA Vice-President J. W. Burns of British Columbia, T. M. Molloy, Director of CUNA Mutual from Saskatchewan, L. W. Mitchell, Director of CUNA Mutual from Ontario, together with R. MacMullin, Managing Director of the Nova Scotia Credit Union League; A. C. Savage, National Director of CUNA for Ontario, Hon. Senator Cyrille Vaillancourt, Manager La Federation Des Caisses Populaires Desjardins, A. B. MacDonald, General Secretary of the Co-operative Union of Canada and Gordon Smith, manager of the CUNA Canadian Office. CUNA Vice-President Burns presented a short brief outlining the desires of the Canadian credit union people and Senator Vaillancourt voiced the sentiments of the French section.

The Minister and his deputy agreed after negotiations to accept from Canadian Credit Unions a copy of their year end financial statement together with the name and address of the credit union. This concession is important to the entire credit union movement, as a result of mutual endeavor between the Federation Des Caisses Populaires Desjardins (representing the French Canadian credit unions) and the Credit Union National Association.

Coming Events

February 12, 1949—Maryland Credit Union League Annual meeting, Hotel Emerson, Baltimore.

March 5, 1949—Kentucky Credit Union League annual meeting, Brown Hotel, Louisville.

March 11, 12, 13, 1949—Kansas Credit Union League annual meeting, Allis Hotel, Wichita.

March 12, 1949—Nebraska Credit Union League annual meeting.

March 19, 1949—Connecticut Credit Union League annual meeting, Taft Hotel, New Haven.

March 18, 19, 20, 1949—California Credit Union League annual meeting, Sacramento.

March 26, 27, 1949—Oklahoma Credit Union League annual meeting, Biltmore Hotel, Oklahoma City.

April 1-2, 1949—Ontario Credit Union League annual meeting, Royal-York Hotel, Toronto.

April 8-9, 1949—Indiana Credit Union League annual meeting, Lincoln Hotel, Indianapolis.

April 9, 1949—Louisiana Credit Union League annual meeting, New Orleans.

April 22, 23, 1949—Minnesota League of Credit Union's annual meeting, Lowry Hotel, St. Paul.

April 23, 1949—North Carolina Credit Union League annual meeting, Skeraton Hotel, High Point.

April 23, 1949—Tennessee Credit Union League annual meeting, Chattanooga.

April 23, 1949—Illinois Credit Union League annual meeting, Hotel Sherman, Chicago.

April 29, 30, May 1, 1949—Michigan League annual meeting, Statler Hotel, Detroit.

June 22-25, 1949—British Columbia Credit Union League, Vancouver.

Attend League Annual Meeting

From Minnesota Bizbilder

THE MAIN PURPOSE of the League annual meeting is to furnish a better understanding of the functions and operations of your League. They also provide you with a source of gaining additional "know-how" and inspiration to better equip you for the job back home, but probably the best part of them is the opportunity to meet and mix with people from the "other side

AN ENGRAVING FOR ALL TIME

If we work upon marble, it will perish;
If we work upon brass, time will efface
it;

If we rear temples, they will crumble
into dust, but

If we work upon immortal souls,

If we imbue them with principles with
the just fear of God and love of
our fellow man.

We engrave on those tablets some-
thing which

Will brighten to all eternity.—ENRO-
ZETTE, Louisville, Ky.

of the track" who are engaged in the same work as you. Every meeting must have its serious side, along with its period for relaxation. The serious side consists of the reports of the various officers as they bring to you a detailed report of what they did with your dues; what they did to help you do a better job, and what they did to build a better credit union movement on all levels.

There's one other matter that I want to discuss with you, and that is this educational display. There's a lot of good material being developed around in the credit unions; I know, I've seen it at various times. You know it ain't doing much good, except at home, if you don't parade it out in front of people.

So, bring it to the meeting and show it off.—THE CREDIT UNION WAY.

Doing Their Best

THE ASSOCIATED COOPERATOR, Oakland, California says: "Purchase of a surplus air-sea rescue craft for use as a home" was given by one co-op credit union member recently as reason for his application for a loan. Other members, it is reported, are using their credit unions to help in financing more conventional efforts to meet the housing situation.

The article goes on to say only one of the five co-op credit unions in the area is large enough to finance real estate loans directly but the others are making loans to buy materials, buy lots, pay taxes, finance home repairs and buy home furnishings. The housing need is extreme in California and these credit unions are trying their best to meet members' needs.—CUNA ORGANIZATION AND EDUCATION NEWS.

Value of Time

TIME IS THE ONE THING that can never be retrieved. One may lose and regain a friend; one may lose and regain money; opportunity once spurned may come again; but the hours that are lost in idleness can never be brought back to be used in gainful pursuits.

Immaterial and Irrelevant

"So you told Mrs. Smith, did you? And what did Mrs. Smith say?" defending counsel asked the witness.

The opposing counsel objected to the question as irrelevant, and a long and heated argument took place between the two lawyers. At last the judge intervened and allowed the question to be put.

"Now," exclaimed the triumphant counsel to the witness, "what did Mrs. Smith say?"

"Nothing," was the reply.

Double DUTY

Join your credit union now. Because
It's here to serve you double.
It'll help you save, and make you loans
At little cost or trouble.

Family Fortune Prospectus starts on next page

FAMILY FORTUNE PROSPECTUS

[for] months ending []

List below expenses (known or probable) other than those you meet each month. Use pencil first, until you have a complete list, in line with your income and regular expenses, then ink in final figures.

Insurance Premiums	Amount	Date or dates due
Health Fees		
Clothes		
School Fees and Expenses		
Vacation		
Christmas and Anniversaries		
Magazine and Other Subscriptions		
Charity and Other Pledges		
Club and Association Dues		
Special Purchases and Projects		
Future Reserves		Total

Divide total by number of pay days in period. This gives amount for you to deposit in your credit union each pay day. []

If any or all of these planned expenses fall due before the savings are built up to cover them, a credit union loan will provide the cash. Then the deposits plus interest will liquidate the loan. If you keep the expenses within the amounts you set and make the deposits faithfully, you will have made gratifying progress on your Family Fortune road.

**A cordial welcome to you
as a credit union member**

We are delighted to welcome you as a new member of our credit union. The more of us who join together in owning and controlling our own financial, the greater the benefits to all.

A credit union is as important as the vision of the people who belong to it. It may be the means of combating usury. It may be a convenient and humane way of saving money and making loans at low rates. It could, in addition, be the foundation of a better and fuller community life. It may be the bridge-head of democracy on the forbidding coast of finance. What it shall be is up to the members.

Whatever the main reason for your joining, we hope the information in this leaflet will help you, and that your interest and participation in your credit union will continue to grow. Your credit union is at your service.

President

WE NEED YOU
CREDIT UNION
YOU NEED US

JOIN the CREDIT UNION

These will add zip to your membership drive

These four new pieces were designed especially for credit union membership drives. Use freely as a part of a well-planned program, and your drive can hardly help but be most successful.

For other printed aids be sure to review the pages of your Cuna Supply catalog. You may find there materials which are particularly suitable to your circumstances.

All prices in this advertisement and in the catalog, unless otherwise stated, are subject to a 20% discount to league-and-Cuna-member credit unions in the United States.

A—Double Duty (Ed. 55). Shown are the cover

and the three inside pages of a six-page (single sheet folded twice) leaflet. The other two pages have spaces for long-time objectives: "during year following this," "by five years from now," "by ten years from now," "by twenty years from now," and "by time you retire." Space also for credit union imprint. Green on white. 85¢ per 100.

B—Welcome (Ed. 48). Cover of one-fold leaflet shown. Most popular introduction and invitation. Maroon on canary. \$1.05 per 100.

C—A cordial welcome to you (Ed. 54). Cover on one-fold leaflet shown. Friendly, informative

welcome, to be signed by the president. Rich blue on white. 55¢ per 100.

D—Membership Drive poster (Ed. 642). The February poster-a-month. Single-copy price, 25¢ for one, plus 12½¢ for each additional one in same mailing.

Order from your credit union league if it has a supply department; otherwise from

Cuna Supply Cooperative

MADISON I, WISCONSIN

In Canada: 436 Lister Building, Hamilton, Ontario



The Way I See It

Missouri Alters Dues Plan

To THE EDITOR:

In the interest of helping solve the National Association Dues Problem I am calling your attention to the action of Missouri Credit Union League at its annual meeting on November 20th, 1948.

I refer to amendment of our By-laws to provide for the assessment of our League dues as a combination of a per capita of 6½¢ for each member of the Credit Union, plus a percentage of the gross income.

Please note that we are carrying a deficit of \$16,362.12, which is the result of an expansion program we have undertaken the past three years, expanding our activities and enlarging our league personnel to provide the services we believed were needed and deliberately incurring a deficit, with unbounded confidence that our income would materially increase and enable us to wipe out the deficit in the ensuing three years. We are very confident that our program will work out as planned. Note our budget for this fiscal year contemplates reducing our deficit \$3,156 this current year.

The important feature of our new dues arrangement is that each and every Credit Union, will pay its National Association portion of the dues which we pay to the National Ass'n. In the past there were numerous instances where the amount paid for State League Dues was in fact less than the amount which the League paid the Nat'l, for the members of a credit union. We came to a realization that most of those Credit Unions felt that they should pay their National Ass'n dues and this arrangement would give them a greater sense or feeling of actually being a part of and closer related to our National body.

Probably in another year Missouri will again be one of the States to pay the maximum amount of National dues. With this arrangement, we should therefore be in the position of being the outstanding proponent of abolishing the maximum. This particular feature, in my humble opinion, is the greatest single obstacle to solving our National Dues problem.

If each of the Leagues who are now paying the maximum would do the same as Missouri, and amend their

dues schedule to this same formula, they would collect the 6½¢ for each member of every Credit Union in their states and could pass it on to the National Association without disrupting their own State League budgets.—Joe Manion

Loan Insurance Wonderful

To: Cuna Mutual Insurance Society

This will acknowledge receipt of your check No. C 9497 in the amount of \$219.21 in full settlement of claim.

We are enclosing claim form and other necessary papers in connection with the death of another member.

It is certainly a wonderful thing to be able to carry insurance on our loans, and the enclosed claim is about the eighth we have had since starting business back in 1934; and there is no need to tell you how overjoyed the relatives and co-signers of these loans are when they understand that they are under no obligation to pay the loan balance at the time of death. I believe it is a wonderful thing, and I want to take this opportunity of thanking you for your prompt attention and payment of claims which we make.—F. E. Suter, Sec.-Treas., Bensenville Community Credit Union, Bensenville, Illinois.

Practical Disposition

Husband: "What became of that unpaid bill Owen and Owen sent to us?" Wife: "Oh, that? I sent it back marked insufficient funds."

That's a joke, son. Your unpaid bills can be far from a joke; but, through your Credit Union benefits, they can become a laughing matter.

Let The Credit Union Solve Your Problems!—OUR WORLD.

COVER PICTURE

Station WMPS at Memphis, Tennessee is broadcasting an interview with Leonard Heitman, president of the Tennessee Credit Union League; Jack Burns, vice-president from Canadian Cuna district; Charles F. Eikel, Jr., assistant managing-director of Cuna. The Broadcast was arranged by Elizabeth Lynch, managing-director of Tennessee, during the quarterly meetings of Cuna in Memphis.

The Bridge

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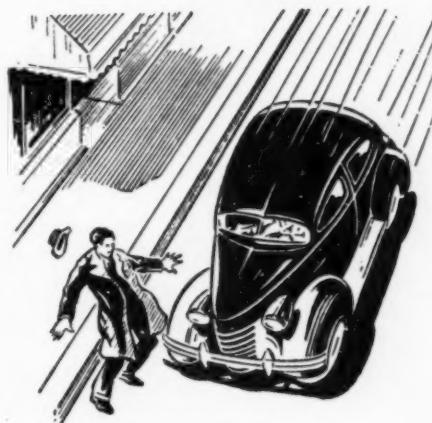
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The BRIDGE

Use The

Cuna Automobile Insurance Program



To Protect
Your
Assets
And
Earnings

Bodily Injury Liability protects you against claims for bodily injury to other people. If you are involved in an automobile accident, the courts may award a verdict beyond your ability to pay.

Bodily injury liability may be written for minimum limits of \$5,000 for injury to one person and \$10,000 for each accident. But far higher verdicts are not uncommon, and the cost of policies with higher limits is relatively little more.

Property Damage Liability protects you against claims for damage to the property of others. Your next greatest chance for loss is from the damage your car may cause to the property of others. Such losses may run into big money.

The lowest premium charge is for a limit of \$5,000 in any one accident; but higher limits are available and are well worth the slight additional cost.

(The above coverages include protection for you and wife or husband while driving your own or any other private passenger automobile.)

For further information write Cuna or
our Credit Union Insurance Department.



Employers Mutual Liability Insurance Company of Wisconsin

Home Office: Wausau, Wisconsin

Credit Union Insurance Department: Appleton, Wisconsin

**"LIFE SAVINGS INSURANCE HAS GREATLY INCREASED
NOT ONLY OUR SHARES BUT ALSO OUR LOANS"**



**L. PHIL DAVIS, ASSISTANT TREASURER, REPORTING TO
DIRECTORS OF CITY EMPLOYEES CREDIT UNION, DALLAS, TEXAS**

ON January 1, 1947, we had \$56,829.00 in share accounts. By December 31, 1947, these shares had been reduced to \$54,918.00, a decrease of approximately \$2,000.00.

"After a meeting with a representative of the CUNA Mutual Insurance Society, we purchased Life Savings Insurance effective March 8, 1948, and extensively advertised this move to our membership. Every paycheck for two months had clipped to it a CUNA Mutual folder or some other promotional material. Directors spread the word and of course the usual "grapevine" worked faster than anything else.

"The results? By October 31, 1948, \$90,588.00 in Shares and \$100,000.00 in Loans. These figures definitely prove that Life Savings and Loan Protection Insurance are real Business Builders."

The service and experience of CUNA Mutual are at your disposal. See your Credit Union Treasurer for particulars . . . or write your home office. It is your Company . . . USE IT!

CUNA MUTUAL INSURANCE SOCIETY

HOME OFFICE: P. O. BOX 391, MADISON, WIS.

CANADIAN OFFICE: BOX 65, HAMILTON, ONTARIO